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Cc: Cox, Taylor[Cox.Taylor@epa.gov]
From: Davis, Jay
Sent: Thur 8/13/2015 8:09:25 PM
Subject: KGM Twitter monitoring - pm update

Hi,

We'll send these around 9-10 am ET and 3-4 pm ET each day, unless you let me know that a different schedule would be more helpful.

Hashtag Analytics for Past 5 Hours:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 432 total tweets

Between 90,000 – 181,000 accounts reached and 106,000– 212,000 impressions

#animasriver

Estimated 662 total tweets

Between 69,000 – 138,000 accounts reached and 80,000 – 160,000 impressions

#goldkingmine

Estimated 88 total tweets

Between 7274 – 15,000 accounts reached and 9780 – 20,000 impressions

#EPAspill

Estimated 423 total tweets

Between 63,000 - 127,000 accounts reached and 142,000 – 284,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The same reoccurring complaints are still there: "the EPA puts regulations on the rest of the country but caused this," "EPA is hypocritical by celebrating other achievements while this happened," and there is concern for the Navajo Tribe. Along with the belief that this happened on purpose and we are being negligent.

The majority of tweets are people sharing articles or summary statements about what an article says.

Some notable tweets are from **Sen. Gardner, Rep. Crawford, Rep. Salmon, and CO Senate Dems.**

Sample Tweets:

These are shared here to capture the general tone of the conversation.

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Cory Gardner @SenCoryGardner

We have to ensure that the EPA is held to the same standards as they hold private companies.
#AnimasRiver

Frans Johansson @Frans_Johansson

The contamination of #Colorado's #AnimasRiver is just deplorable.
<http://www.cnn.com/2015/08/13/us/animas-river-spill-by-the-numbers/> #AnimasRiverSpill

Rep Rick Crawford @RepRickCrawford

The @EPA wants to regulate our waterways and bodies of water through #WOTUS yet they do this in Colorado? #EPASpill <http://www.cnn.com/2015/08/10/us/colorado-epa-mine-river-spill/index.html>

Matt Salmon @RepMattSalmon

Great article in @azcentral today about how the @EPA doesn't need to try to invent more work for itself. <http://www.azcentral.com/story/opinion/editorial/2015/08/12/epa-gold-king-mine/31575641/>

Bob Confer @bobconfer

One man kills one lion; whole internet is enraged. Our government kills an entire ecosystem; silence is deafening. #AnimasRiver

CO Senate Democrats @COSenDem

'Gotcha politics' have no place in Colorado - especially after a disaster like #AnimasRiver. We need to give a hand up. #copolitics #coleg

Gordon @cmegalodon69

At least Mark Udall cared about the environment . All we get from @SenCoryGardner is a whimper on a radio interview. #AnimasRiver #EPASpill

Wilderness Society @Wilderness

We need leadership from Washington DC to prevent future #AnimasRiver disasters!
<http://bit.ly/1EnXRjx>

Jeff Wiedner @jeffwiedner

How much longer will abandoned mines continue to leach their poisonous legacy into our streams? <http://ow.ly/QRLvt> #AnimasRiver

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